



National EAS Test

November 9, 2011 2 pm EST



Key Messages for the Public

- The U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) and the Federal Communications Commission (FCC) will conduct the first nationwide test of the Emergency Alert System (EAS) on Wednesday, November 9 at 2:00 p.m. (Eastern) and may last up to three and a half minutes.
- On November 9, the public will hear a message indicating that "This is a test." The audio message will be the same for both radio and television.
- A Nationwide EAS Test will help the federal partners and EAS participants determine the reliability of the system and its effectiveness in notifying the public of emergencies and potential dangers nationally and regionally.
- As the Federal, State, tribal, territorial and local governments prepare for and test their capabilities, this event serves as a reminder that everyone should establish an emergency preparedness kit and emergency plan for themselves, their families, communities, and businesses.

Conveying the Message

- Embed National EAS Test information within the context of State and local EAS public education efforts and preparedness campaigns
 - Provide emergency communications information on websites, newsletters, and/or any available social media
 - Incorporate EAS key messages into family and small business checklists and kits
 - Incorporate specific information and instructions for tuning commercial radios/portable television to receive EAS messages
 - Highlight general EAS and National EAS Test information in National Preparedness Month State-wide and Local Campaigns
 - Engage non-profit partners to incorporate general EAS and National EAS Test information into preparedness campaigns
- Communicate Test information with your Regional, State, and Local Emergency Communications Committees, EAS Participant Organizations, and State and local government agencies
 - Partner EAS Participant organizations, academic institutions, and other State and local agencies in public awareness campaigns to create audio and/or visual public service announcements
 - Send notifications through government employee emails and newsletters to:
 - 911 call centers
 - Public Safety and Homeland Security Departments
 - Transit and Tourism divisions
 - Public Health Sectors
 - Small Business Associations
 - Academic Institutions
 - Tribal Liaison Offices
 - Emergency Management Agencies